

Contract EP-C-09-020
Work Assignment 2-13 - Amendment 1

1. Title: Support for Climate Change and Water Program -- Outreach and Communications

2. Period of Performance: From the date of approval until February 28, 2012

3. Estimated Level of Effort: 954 Hours

4. Work Assignment Manager: .

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6. Quality Assurance:

The tasks in this work assignment do not require environmental measurements. Consistent with the Agency's quality assurance (QA) requirements, the contractor does not need to supplement the programmatic quality assurance project plan (PQAPP).

7. Background:

This Work Assignment provides support for two program areas:

- A. **National Water Program 2012 Climate Change Strategy:** In 2007, EPA Office of Water formed the National Water Program (NWP) Climate Change Workgroup (the Workgroup) comprised of EPA HQ and Regional program managers and staff. The National Water Program: Response to Climate Change Strategy, published September 2008 represents the NWP's initial effort to understand the implications of climate change for clean water and drinking water programs. It sets out a range of key actions that the NWP intended to take, organized around 5 goals (Mitigation, Adaptation, Education, Research, and Management), and the presentation of the Strategy and its implementation is similarly organized on the current OW Climate Website. The Workgroup has now developed a draft revised Strategy for 2012 and beyond (2012 Strategy) that marks a major shift in how the NWP plans for and communicates its efforts to adapt water programs to a changing climate.

In preparation for the roll-out of the *2012 Strategy*, the Office of Water is seeking technical support for communicating the content of the *2012 Strategy* through a re-structured web format. The revised format will support the NWP's ability to transfer information on the impacts of climate change on water resources and convey the work described in the OW climate strategy to EPA HQ and Regions, other federal agencies, and the public.

The support requested shall include electronic layout and design; incorporation of text, graphics, and multi-media visual aids; as well as electronic document design and production.

- B. ***Climate Ready Estuaries:*** The Climate Ready Estuaries (CRE) program is a partnership between EPA and the National Estuary Programs (NEPs) to address climate change in coastal areas. This effort brings together OWOW's Oceans and Coastal Protection Division and OAR's Climate Change Division to build additional capacity in the NEPs and other coastal communities as they prepare to adapt to the effects of climate change.

In 2008, 2009, and 2010, CRE provided targeted assistance to a small group of NEPs to identify climate change vulnerabilities, develop adaptation plans, and begin to implement selected actions within these plans. CRE produces annual progress reports and other materials to communicate information and support the NEPs and other coastal managers concerning climate change impacts and adaptation strategies.

OWOW seeks support for the following four elements: 1) Preparation of Climate Ready Estuaries 2011 Progress Report; 2) Finalization of a King Tides fact sheet; 3) Posting ongoing updates to the Climate Ready Estuaries web site (www.epa.gov/cre); and 4) development of a public education strategy for the CRE program.

7. Description of Tasks

This work assignment requests contract services to support the rollout of the 2012 *NWP Climate Strategy*.

Task 1.0: Develop Work Plan

The contractor shall prepare a detailed work plan and budget for the accomplishment of the indicated tasks in accordance with the clause Work Assignments (EPAAR 1552.211-74). The work plan shall include a description of: (a) proposed staff; (b) the number of hours and labor classifications proposed for each task, to include both prime contractor and subcontractor labor; and (c) a list of deliverables, with due dates and schedule for deliverables. The workplan shall describe the contractor's procedure for meeting QA/QC requirements for work performed under this work assignment. The work plan shall be due within 21 calendar days from the date of issuance of this work assignment. The contractor shall also submit monthly progress and financial reports pursuant to the contract.

Task 1 Deliverables:

The Contractor shall provide a Work Plan and Cost Proposal:

Due within 21 days from issuance of the work assignment

Task 2.0: Support for Communication and Roll-out of the NWP 2012 Climate Change Strategy

Per section 3.6 Support for Technical and Public Outreach Activities—The Office of Water requires technical support for public education and technical transfer of information related to program activities. Specifically, OW Water Policy Staff (OW/WPS) need support with re-structuring the website to support communication and presentation of the content and implementation of the revised NWP *2012 Climate Strategy*.

The WAM shall provide to the contractor: the draft *2012 Climate Strategy*; the proposed format of the hard copy of the *2012 Strategy*, access to OW's Common Spot Content Management System (CMS); and access to the content to be restructured in conformity with *2012 Strategy* for improved information transfer to the intended audiences (content currently located at: <http://www.epa.gov/water/climatechange/strategy.html>).

The contractor shall examine the *2012 Strategy* and recommend to the WAM adjustments to the existing hard copy format that will make the document amenable to the website design. Subsequently, The contractor shall provide the proposed website design to the WAM (copying the POC) for comment, and shall incorporate EPA comments received from the WAM within five working days of receipt. Following approval, the contractor shall deliver and post web ready pages to the EPA web site, including relocation of existing content as appropriate.

Upon completion of this work assignment, the EPA WAM will assume responsibility for maintaining the content of the web site. However, should future improvements be required, extensions to this PWS will be submitted.

Task 2.0 Deliverables and Schedule:

Web deliverables shall be in accordance with EPA policies and requirements on formatting, web content, and 508 compliance, available at: <http://epa.gov/epafiles/>.

The contractor shall provide the proposed design to the WAM for comment, and shall incorporate EPA comments received from the WAM within five working days of receipt. Following approval, the contractor shall deliver and post web ready pages to the EPA web site, including relocation of existing content as appropriate.

Examine hard copy strategy and propose adjustments to the existing format that make it more amendable use on the web site.	Initial concept +2 weeks; incorporate WAM feedback within 5 days; Final concept: + 2 weeks
Propose concept for re-formatting existing web site to accommodate and communicate <i>2012 Climate Strategy</i>	Initial concept +2 weeks; incorporate WAM feedback within 5 days; Final concept: + 2 weeks
Re-format web site and post draft <i>2012 Strategy (public comment draft)</i> ; Restructure existing content to fit new design	+30 days (October 2011)
Development of novel communication elements required by new design (e.g., video, social media, etc.)	TBD, based on site format and in accordance with technical directive.

Fine-tune web site format and post final <i>2012 Strategy</i>	within 5 days of receipt of final <i>2012 Strategy</i> (estimated January 2012)
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Task 3.0: Support for Climate Ready Estuaries

Subtask 3.1 Preparation of Climate Ready Estuaries 2011 Progress Report

Per section 3.6 Support for Technical and Public Outreach Activities—The Climate Ready Estuaries program needs to acquire technical support for public education and technical transfer of information related to program activities. CRE needs technical support including layout and design support, and other elements of document production including minor technical writing and minor technical editing services. This annual report is for use by EPA HQ and Regions, other federal agencies, and the public.

CRE staff will prepare the text. CRE staff will prepare conceptual versions of any figures, graphs, or charts. CRE staff will provide most photographs to be used inside the document. The WAM will provide the text, conceptual versions of any figures, graphs, or charts and photographs to the Contractor.

The contractor will prepare an approximately 24-page (including covers) 8.5"×11", graphics rich, color document. The contractor will use the 2010 progress report as a model to mimic in designing and laying out the new 2011 report. The 2009 and 2010 progress reports are at these URLs:

<http://epa.gov/cre/downloads/2009-CRE-Progress-Report.pdf>

<http://epa.gov/cre/downloads/2010-CRE-Progress-Report.pdf>

The contractor will format all text to match the document style and fit into the document layout. The contractor will bring any proofreading errors to the attention of the WAM for correction. The contractor will prepare presentation quality graphical elements (e.g. figures, graphs, charts, tables) from draft material provided by EPA. The contractor will provide appropriate cover art that EPA can reproduce without restriction and that stylistically matches the covers of the 2009 and 2010 progress reports and the cover of the CRE Synthesis of Adaptation Options for Coastal Areas report.

Deliverables

- An electronic version of the document in a format that supports high quality printing
- An electronic version of the document as a .pdf file, for web viewing, in a 508-compliant format and that complies with EPA policies on web formatting and content.

Schedule

The WAM has provided draft copies of all material to support the creation of a draft document layout.	<u>By October 31</u> the contractor will have coordinated with the WAM to provide a draft document (essentially in final form) that can be used by EPA to coordinate internal reviews of the document and its contents.
Approximately December 7, 2011—The WAM will provide comments, edits, and other content needed to finalize the document.	<u>By December 16, 2011</u> the contractor will incorporate all changes and provide a new version of the document for final approval by the WAM.
Approximately December 21, 2011—The WAM will provide any minor edits or approve the document.	<u>By December 28</u> the contractor will finalize the document and make it available through the Climate Ready Estuaries web site. The contractor will ensure that various existing CRE web pages are updated to incorporate the existence of a new report.

Subtask 3.2 Finalization of a King Tides Fact Sheet

Per section 3.6 Support for Technical and Public Outreach Activities—

The Climate Ready Estuaries program needs to acquire technical support for public education and technical transfer of information related to program activities. CRE needs technical support including layout and design support, and other elements of document production. This fact sheet is for use by EPA HQ and Regions, other federal agencies, and the National Estuary Programs.

This 8.5"×11" (one side), graphics rich, color fact sheet has been drafted. The WAM will provide InDesign files for the final fact sheet.

The contractor will incorporate minor text edits to be supplied by the WAM, and finalize the document for EPA's use.

Deliverables

- An electronic version of the document in a format that supports high quality printing
- An electronic version of the document as a .pdf file, for web viewing, in a 508-compliant format and that conforms to EPA policy on formatting, web content, etc.

Schedule

The WAM has provided the InDesign files and pending edits ...	Provided
Deliverables must be on hand at EPA ...	within 10 days.

Subtask 3.3 Updates to the Climate Ready Estuaries web site (www.epa.gov/cre)

Per section 3.6 Support for Technical and Public Outreach Activities—The Climate Ready Estuaries program needs to acquire technical support for public education and technical transfer of information related to program activities. Specifically, CRE staff needs support with the ongoing maintenance of the website, including the posting of new documents, revisions to content, etc. Examples of needed information transfer to the public are announcements, fact sheets, technical reports, resource directories, program case studies, or other audio/visual media that will be disseminated electronically via the Internet. Electronic formats required may include: html, xml, pdf.

The WAM will provide the contractor with page edits and identify where they should appear on existing CRE web pages.

Phase 1.

- A few dozen identified web pages are to be simply deleted.
- Content edits are to be made to: index.html, live.html, explore.html, news.html, and contactus.html

Phase 2.

- Minor page updates are to be made to index.html, explore.html, toolkit.html, and news.html.
- A few new resources (.pdf) are to be posted to the /downloads/ directory

No new web pages will be created under this task.

Deliverables

The contractor will create draft and final web pages, and post approved pages to the CRE web site that comply with EPA web standards including 508 compliance. EPA standards are available at: <http://epa.gov/epafiles/>.

Schedule

The WAM has provided detailed descriptions of requested changes to the CRE web site to be accomplished in Phase 1.	Provided
Phase 1	October 31, 2011
Phase 2	In December 2011 and January 2012
Posting of 2011 Progress Report and corresponding page updates to make that resource available.	by December 28, 2011

Subtask 3.4 Public Education Strategy for the CRE program

Per section 3.6 Support for Technical and Public Outreach Activities—

The Climate Ready Estuaries program needs to acquire technical support for public education and technical transfer of information related to program activities. CRE needs technical expertise in communication design and production, such as layout and design support, and other elements of document production. The contractor will analyze cases where sound environmental management was applied and achieved good results (as described in other CRE documents), cull and synopsize the reasons for the successful applications and suggest ways to create guidance and outreach presentations for EPA's use. This strategy will support communication with EPA HQ and Regions, other federal agencies, and the public.

The primary audience for Climate Ready Estuaries publications is the coastal management community. Consequently program communications tend to be technical and very content rich. Examples include the Rolling Easements primer, and the annual CRE progress reports, available at: <http://www.epa.gov/cre/downloads/rollingeasementsprimer.pdf>.

The CRE program is seeking graphic arts and communication expertise for developing educational material that is shorter and punchier. CRE is looking to develop media that can communicate the essential ideas of the longer resources into something that can be quickly grasped, and that can guide a reader to pursue more detailed information. Both paper handouts and other media are possible techniques. Brochures, fact sheets, YouTube video, or interactive web pages are nonexclusive possibilities for potential consideration.

The program is not seeking to actually develop new educational materials at this time. CRE is looking for a strategy to consider for eventually developing alternative presentations. The contractor shall provide design consultation via a 1/2 day brainstorming workshop with CRE program staff at which design ideas would be generated with the contractor, and based on that input, the contractor shall provide design concepts of how information in the 2011 progress report and the Rolling Easement primer could be communicated using different formats or media.

Deliverables

- A brief synopsis and concepts to consider for alternative presentations of the Rolling Easements primer
- A brief synopsis and concepts to consider for alternative presentations of the 2011 Progress Report

Schedule

Material related to the Rolling Easements primer...	shall be at EPA by December 16, 2011.
Material related to the 2011 progress report 2012...	shall be at EPA by January 27.

8. General Work Assignment Requirements

A. Contractor Requirements: The Contractor shall provide electronic copies of the monthly progress reports to the EPA Work Assignment Manager (WAM), the Project Officer and the Contracting Officer. Each progress report shall describe the technical progress and expenditures for the same time period as the corresponding invoice. The reports shall list by task the amount of work completed, and shall include a table of hours expended by personnel for each task. The monthly progress reports shall also identify any problems or difficulties encountered.

The Contractor shall submit drafts of all deliverables to the EPA Work Assignment Manager (WAM) for review, prior to submission of the final product. The Contractor shall incorporate all EPA WAM comments into the final deliverables, unless otherwise agreed to by the EPA WAM. The Contractor shall adhere to all applicable EPA management control procedures as implemented by the EPA Contracting Officer, the Project Officer, and the WAM.

B. Compliance with Section 508 Requirements: Section 508 of the Rehabilitation Act mandates that all Federal departments and agencies make electronic and information technology accessible to individuals with disabilities. This includes all individuals with disabilities wishing to access Federal information. EPA is committed to making every possible effort to ensure that all electronic and information technology developed, procured, maintained, or used by EPA is accessible to all persons with disabilities. Consequently, according to the contract clause “EPAAR 1552.2119-79: Compliance with EPA Policies for Information Resources Management”, all deliverables submitted by the Contractor shall be compliant with the Section 508 requirements.

C. Identification as Contracting Staff: To avoid the perception that Contractor personnel are EPA employees, all Contractor personnel shall be clearly identified as independent contractors of EPA when participating in events with any outside parties or the public. When speaking with the public, the Contractor shall refer all interpretations of policy to the EPA WAM.

D. Travel: No travel is required under this work assignment.